

AMENDMENTS TO THE CLAIMS

1-37 (Canceled)

38. (Currently amended) A method for adding content to a personal advertisement over a network, comprising:

providing an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the application program interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

39. (Previously Presented) The method of Claim 38, further comprising enabling editing of the additional content for the personal advertisement.

40. (Previously Presented) The method of Claim 38, further comprising enabling submission of at least a portion of the audio for the additional content over a telephone communication link.

41. (Previously Presented) The method of Claim 38, further comprising providing audio guidance for the submission of the audio for the additional content over a telephone communication link.

42. (Previously Presented) The method of Claim 38, further comprising

employing a provided telephone number to initiate a telephone communication link with the particular user; and

providing audio guidance to the particular user for submitting at least a portion of the audio for the additional content.

43. (Previously Presented) The method of Claim 38, wherein the audio content includes at least one of voice, music, or sound.

44. (Previously Presented) The method of Claim 38, further comprising providing information to the particular user associated with the personal advertisement, wherein the information is directed to at least one of creating, editing, and playing the additional content.

45. (Previously Presented) The method of Claim 38, further comprising displaying information for playing the additional content to the at least one other user.

46. (Previously Presented) The method of Claim 38, further comprising embedding a player for the additional content in the personal advertisement, wherein the player is displayed to enable the playing back of the additional content.

47. (Currently amended) The method of Claim 38, further comprising employing the application program interface to record the additional content, wherein the application program interface provides at least one control for recording the additional content and at least one control for submitting the additional content for approval.

48. (Currently amended) The method of Claim 38, wherein at least a portion of the additional content is recorded separate from the application program interface that provides access to the personal advertisement.

49. (Previously Presented) The method of Claim 38, wherein at least a portion of the additional content includes selectable content that is prerecorded.

50. (Previously Presented) The method of Claim 38, further comprising providing a notification to the particular user that the submission of additional content is approved for access by the at least one other user.

51. (Previously Presented) The method of Claim 38, wherein at least a portion of the actions of the claimed method are implemented by at least one of a client, server, host, or peer application.

52. (Currently amended) An apparatus for adding content to a personal advertisement over a network, comprising:

a memory for storing information;

a processor for employing the information to enable actions, including:

providing an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

employing the application program interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

enabling at least one other user to access at least the additional content approved for association with the personal advertisement.

53. (Currently amended) The apparatus of Claim 52, wherein the application program interface is enabled by a browser application, and wherein the at least one other user employs the browser application to access the additional information approved for association with the personal advertisement.

54. (Previously Presented) The apparatus of Claim 52, wherein the apparatus is a mobile device.

55. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the video for the additional content by a camera coupled to the apparatus.

56. (Previously Presented) The apparatus of Claim 52, further comprising enabling submission of at least a portion of the audio for the additional content by a microphone coupled to the apparatus or over a telephone communication link.

57. (Currently amended) The apparatus of Claim 52, wherein the application program interface is provided at a website associated with the service provider.

58. (Currently amended) A processor readable medium that includes information for adding content to a personal advertisement over a network, comprising:

a module for providing an application program interface that enables access to the personal advertisement, wherein at least a portion of content for the personal advertisement is associated with a particular user;

a module for employing the application program interface to submit additional content for association with the personal advertisement to a service provider for approval, wherein the additional content includes at least one of video or audio; and

a module for enabling at least one other user to access at least the additional content approved for association with the personal advertisement.